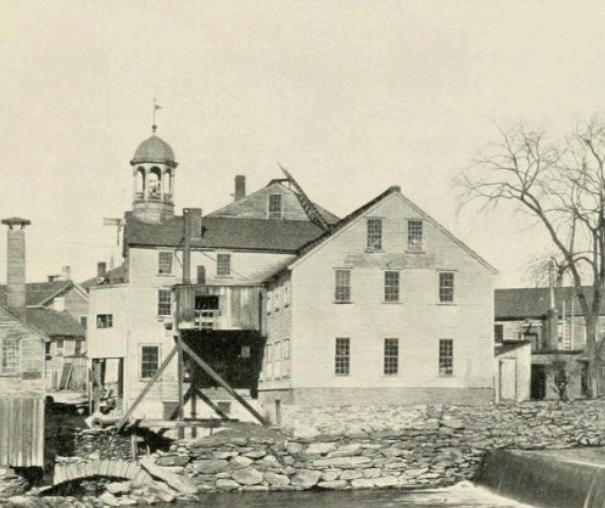


GO BEYOND

Connect and Protect Your Organization in the AI Era

Marcus Moffett
Vice President of Solutions Engineering





INDUSTRIAL FACTORIES *(product output)*

Mechanized production
lines replaced handcrafting

Machines powered by
steam/electricity

Goods (textiles, tools) mass-
produced

SECURE AI FACTORIES *(token generation)*

Automated data pipelines
and model training replace
manual coding

Models powered by GPUs
and massive data

Intelligence (predictions,
decisions) mass-produced

Betting BIG on AI

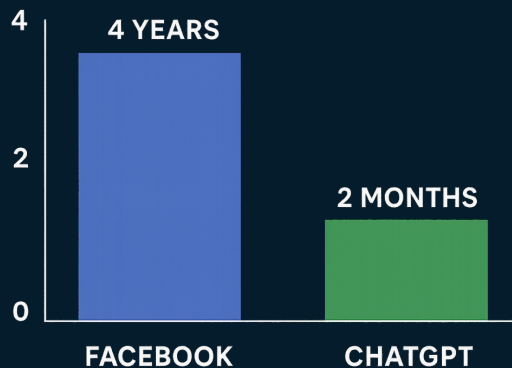
INDUSTRIAL REVOLUTION

82 YEARS

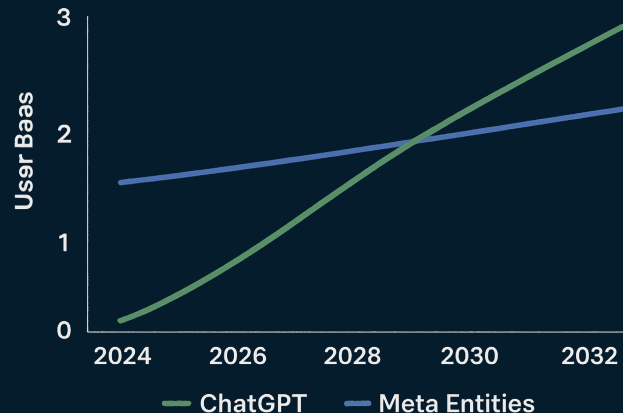
AI REVOLUTION

20-30 YEARS

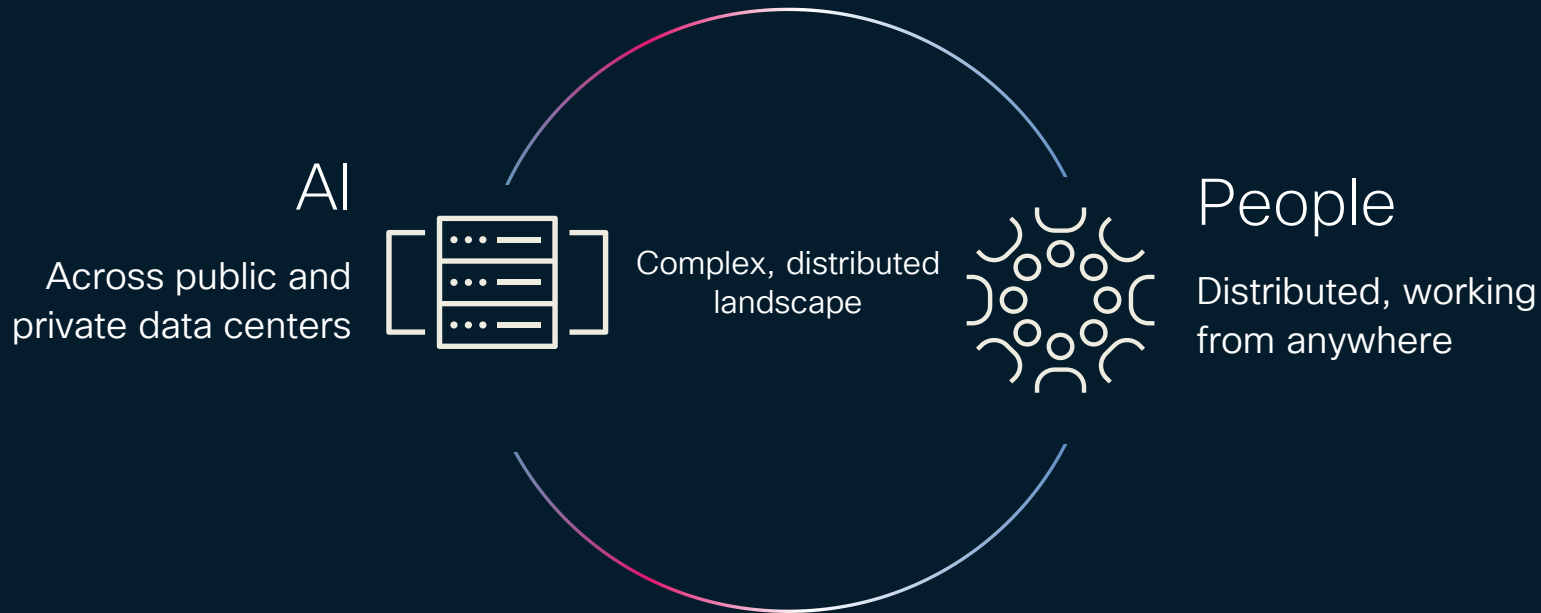
TIME TO REACH 100 MILLION USERS



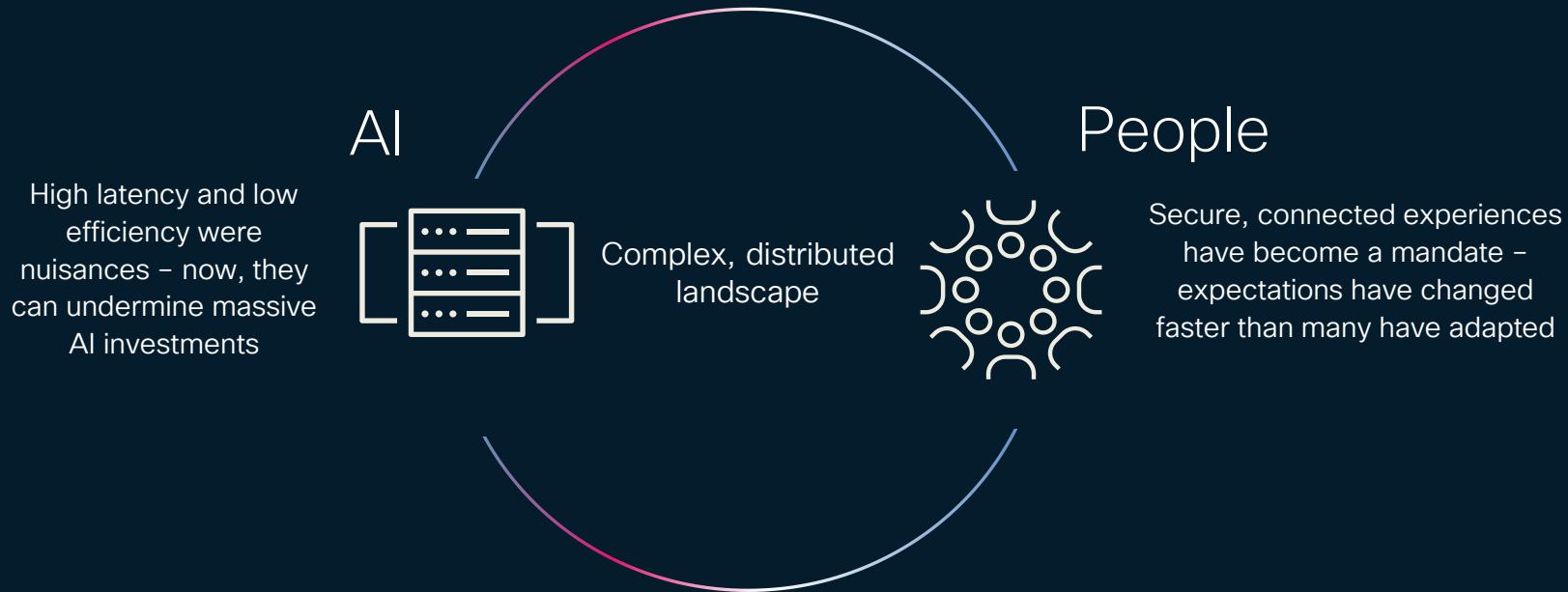
ChatGPT Growth Trajectory vs. Meta Entities



The way organizations create and deliver goods, services and experiences is rapidly changing



The way organizations create and deliver goods, services and experiences is rapidly changing



Complexity Creates Risk

The need to find and fix fast with visibility and actionable insights has never been greater to protect against cyber threats, downtime, and poor experiences



Cisco is revolutionizing how infrastructure and data connect and protect organizations in the AI era

Yesterday

Market leader in networking and network security

Doubling down on networking & security

Innovation and integration

Acquired Splunk

Today

Connecting people, places, apps, data, and things

Protecting against cyber threats, downtime, and compliance risk

The only company to combine the power of the network
with security, observability and collaboration

31 Million

networking devices
connected to our platform
with 1B clients
connecting monthly

800 Billion

security events observed per
day across the network

Leader

across analyst reports in
Networking, Security,
Observability, and
Collaboration

Cisco powers how people and technology work together across the physical and digital worlds

AI-ready data centers

Transform data centers to power AI workloads anywhere

Public and private clouds, on-premises, edge

Future-proofed workplaces

Modernize everywhere people work and serve customers

Campuses, branches, factories, homes, cars, hospitals, stadiums, hotels, and beyond

Digital resilience

Keep your organization secure, reliable, and performing with game-changing security, assurance, and observability across the entire digital footprint

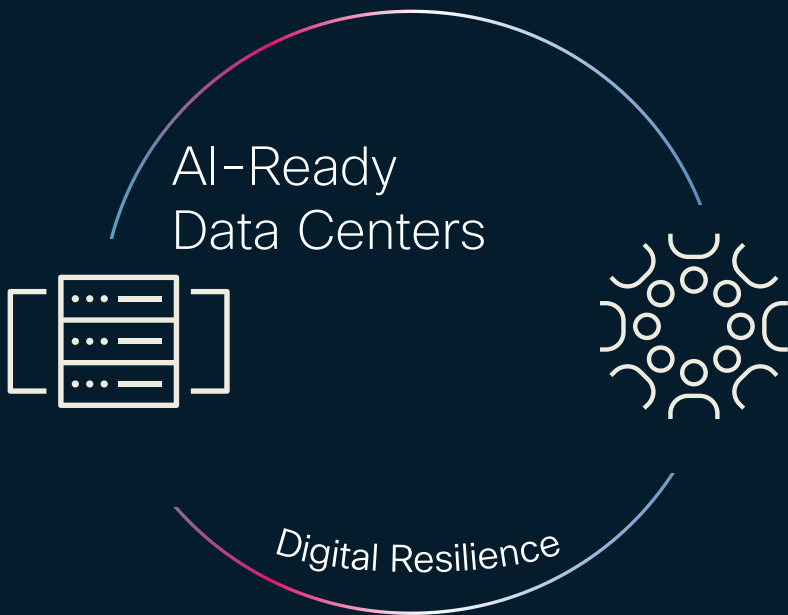


Accelerated by Cisco AI



Transform data centers to power AI workloads anywhere

Public and private clouds, edge, on-premise



Distributed AI infrastructure

Secure and modernize data centers at edge, regional, and centralized locations to support all workloads

Full stack systems

Power any AI workloads sustainably, optimally, and cost-effectively with fully-integrated fabrics

Infrastructure operations

Design, activate, monitor, and assure the data center with AI-native capabilities

Cloud protection

Protect hyper-distributed workloads and devices

Modernize everywhere people work and serve customers

Campuses, branches, factories, homes, cars, hospitals, stadiums, hotels and beyond



Intelligent infrastructure

Get secure networking with real-time performance data, smart recommendations, and closed-loop automation

Smart building technology

Make your workplace more secure and sustainable with networking solutions and insights

Collaboration devices

Engage people with immersive experiences for every workplace

Hybrid work and contact center software

Deliver amazing employee and customer experiences

User protection

Protect users from any location, accessing applications anywhere, with frictionless zero-trust secure access

Prevent issues before they affect customers, remediate rapidly and adapt to new opportunities



Security

Gain comprehensive threat prevention, detection, investigation, and response for organizations of any size and security maturity

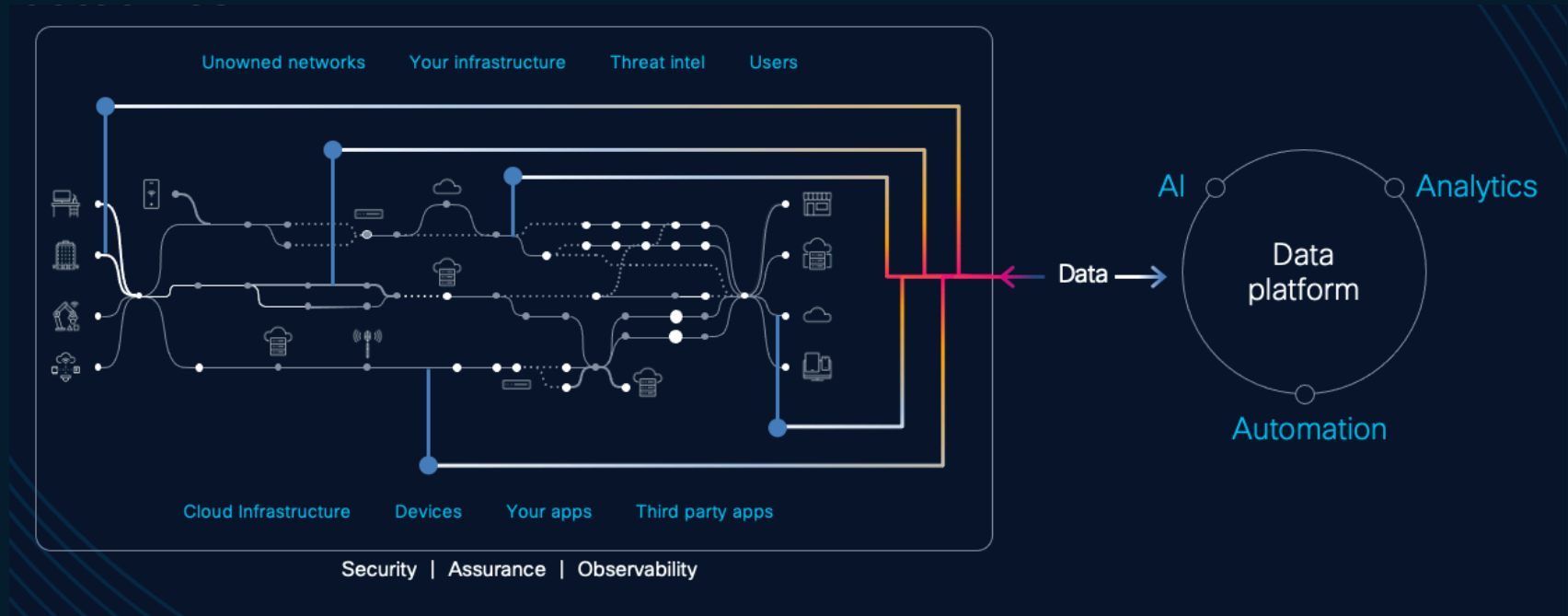
Assurance

Enable seamless end-to-end connectivity across cloud, internet and enterprise networks to assure the delivery of applications and services

Observability

Prevent downtime and optimize experiences with visibility and insights across end-to-end services, including owned and unowned environments

The power of Splunk and Cisco means you can unify **data** across the digital footprint to drive resilience and better outcomes



Our customers are unlocking innovation, enhancing productivity and building resilience



Decreased deployment time for network infrastructure by **83%**



Delivered **10x** network performance while reducing office electricity consumption by **70%**

**SINGAPORE
AIRLINES**



75%+ Faster issue detection and **90%** fewer backend issues



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Make sure to Join Us for our
Solutions Expo Reception &
Raffle starting at 3:45pm

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